

**CONTRACT**

**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

And:

**Adelstein & Associates**  
**222 West Ontario Street**  
**Chicago, IL 60610**

<b>Contract / Revision</b> 585326 /		<b>Alt Order #</b> 09849799
<b>Product</b> ROB ZERBAN CONGRESS		
<b>Contract Dates</b> 10/22/12 - 10/28/12		<b>Estimate #</b> 3431
<b>Advertiser</b> Zerban/ D /Congress		<b>Original Date / Revision</b> 10/22/12 / 10/24/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WITI	<b>Account Executive</b> Ryan Anzalone	<b>Sales Office</b> Chicago-Millenn
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
		<b>Total Ratings</b> 34.10
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	6	10/24/12	10/26/12	M-F 6p-630p	6p-630p		:30				NM	3	\$2,595.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$865.00	3.40			
N 2	6	10/24/12	10/26/12	M-F 9-930p	9p-930p		:30				NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				2	\$2,000.00	5.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	6	10/25/12-10/25/12	WITI MLB Rainout 9p News	9p-cc	----Th-----	:30		\$0.00	0.00	NM		
	Ⓢ	Bonus											
	4	6	10/25/12-10/25/12	FOX MLB Rainout prime	630p-9p	----Th-----	:30		\$0.00	0.00	NM		
	Ⓢ	Bonus											
N 3	6	10/24/12	10/26/12	M-F 10p-1035p	10p-1035p		:30				NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				2	\$1,700.00	3.70			
N 4	6	10/28/12	10/28/12	Su 10p-1035p	10p-1035p		:30				NM	1	\$2,585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$2,585.00	6.50			
<b>Totals</b>												34.10	\$12,580.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	10	\$12,580.00	\$10,693.00
<b>Totals</b>	10	\$12,580.00	\$10,693.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

NAB Form PB-17 Candidates

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
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I, Dennis Haggerty

being/on behalf of: Rob Zerkow, a legally

qualified candidate of the Senator political

party for the office of: WI-1

in the state of Wisconsin

election to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

## NAB Form PB-17 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Fuder for Congress

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jeri Jacobson

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

10/5/2012      [Signature]  
Date      Signature

**To Be Signed By Station Representative**

☐ Accepted      ☐ Accepted in Part      ☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title

OCT-22-2012 20:56

2474

**ADELSTEINILISTON**  
222 WEST ONTARIO STREET, SUITE 600  
CHICAGO, ILLINOIS 60654

  
**THE PRIVATE BANK**  
120 SOUTH LA SALLE STREET • CHICAGO, ILLINOIS 60603  
2-648-710

 Check 21  
Protection for Business

10/22/2012

PAY TO THE  
ORDER OF **WITI-TV**

\$ \*\*10,693.00

Ten Thousand Six Hundred Ninety-Three and 00/100\*\*\*\*\*

**WITI-TV**

DOLLARS

MEMO  
Zerban for Congress est 3431



  
AUTHORIZED SIGNATURE

⑈024741⑈ ⑆071006486⑆ 116908⑈

**ADELSTEINILISTON**  
**WITI-TV**

Zerban for Congress est 3431

10/22/2012

24741

10,693.00

*older 585326*

Chk Account Adelstei Zerban for Congress est 3431

10,693.00

TTT P.M

P.01/01